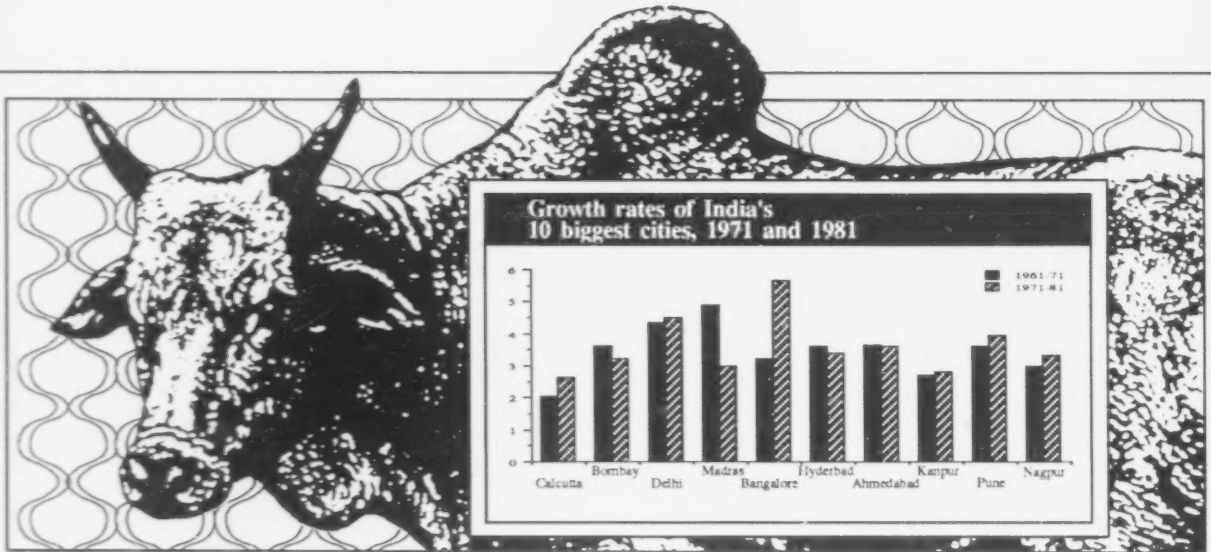


International Demographics

CONSUMER TRENDS AND MARKETS ABROAD
JANUARY 1987 VOLUME 6, NUMBER 1



AREA PROFILE

The Calcutta Metropolitan District

The world's supercities are getting a lot of attention lately. Growing to sizes never before experienced, the mega-cities of the developing world excite wonder and fear. By the year 2000, 17 out of 20 of the world's largest cities will be in developing countries. Four of these supercities lie in India, the largest of which is Calcutta.

Eleven million residents in 1,450 square kilometers make the Calcutta Metropolitan District the world's most densely packed metropolis and the world's sixth largest urban agglomeration. The Calcutta Metropolitan District includes the just over 9 million residents of Calcutta City

(104 square kilometers), the municipal corporations of Howrah and Chandannagar, 34 municipalities, 2 notified areas, 62 non-municipal urban areas, and outlying rural areas.

But even though Calcutta is India's largest city, it is growing at a much slower pace than such intermediate Indian cities (from 100,000 to 400,000 inhabitants) as Thane, Bhubaneswar, Bokaro Steel City, Ranchi, Bathinda, and Sonapat and sister supercities Greater Bombay and Delhi. Between 1971 and 1981, Calcutta City grew at an average annual rate of 2.65 percent, well below the 3.8 percent growth rate for India's urban population as a whole. Cal-

cutta's growth trailed that of Greater Bombay and Delhi, at 3.21 percent and 4.49 percent, respectively.

Still, even at Calcutta City's relatively slow rate of growth, its just over 9 million residents are projected to grow to 11.7 million in 1990, 15.9 million in the year 2000, and 26.4 million by 2025. But, according to Calcutta's Municipal Councillor Purnendu Jha, "The problem is that Calcutta is not growing fast enough." A supply-side demographics proponent, Jha sees eco-

(continued)

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THIS MONTH: CALCUTTA

MICRO VIEW

Calcutta Metropolitan District and its municipalities

- | | |
|-----------------------|-----------------------|
| 1. Bansberia | 18. Konnagar |
| 2. Kanchrapara | 19. Panihati |
| 3. Halisahar | 20. Uttarpara-Kotrung |
| 4. Naihati | 21. Kamarhati |
| 5. Hooghly-Chinsurah | 22. North Dum Dum |
| 6. Bhatpara | 23. Baranagar |
| 7. Chandannagar | 24. Barasat |
| 8. Bhadreswar | 25. Dum Dum |
| 9. Garulia | 26. South Dum Dum |
| 10. Champdani | 27. Calcutta |
| 11. North Barrackpore | 28. South Suburban |
| 12. Baidyabati | 29. Howrah |
| 13. Barrackpore | 30. Bally |
| 14. Serampore | 31. Garden Beach |
| 15. Titagarh | 32. Budge-Budge |
| 16. Rishra | 33. Rajapur |
| 17. Khardah | 34. Baruipur |



Even international aid can be thwarted by the national government, according to Municipal Councillor Jha speaking at the UN-sponsored International Conference on Population and the Urban Future held last summer in Barcelona. Jha contends that while World Bank loans for urban development may have a one percent interest rate and a 30-year repayment period, large Indian cities such as Calcutta pay these loans back to the national government at commercial rates over 15 years. And, although both Bombay and Delhi have recently received government aid, Calcutta's April, 1986 request for \$640 million in development funds was refused.

The state government of West Bengal too is cutting back funds to the city of Calcutta as well as other Calcutta Metropolitan District municipalities, citing the disproportionate share of per capita expenditure they have received for many years.

Even private investment has been slow coming. Calcutta's reputation for power shortages, labor problems, and raw-material limitations has discouraged investment.

Prospects for industrial revival under these circumstances are not good. Planners now look to reviving existing industries through diversifying product lines and expanding small-scale industry outside of the district's central core of Calcutta City and the municipal corporation of Howrah.

But no one expects the Calcutta Metropolitan District to be able to provide jobs between 1981 and 2001 for all of the expected 1.9 million new entrants into the labor market, including the 600,000 of them needing industrial jobs. Confined to expanding only its small-scale industries due to the government ban on heavy industry development in large cities, Calcutta faces the difficult if not impossible task of creating 600,000 jobs through small-scale industry development.

RIVER DETERMINES AREA GROWTH PATTERNS

The Calcutta Metropolitan District lies along the banks of the River

nomic growth, not family planning, as the immediate solution to the city's problems. Stating that family planning holds no magic formula, especially when the present system cannot guarantee the life of a child, Jha looks to population growth to provide a labor pool for industry and an expanding market for new products.

Yet, Calcutta's failure to create urban jobs quickly enough to accommodate its vast population increase has led to widespread visible evidence of unemployment and extreme poverty. Thousands live on the streets. One in three Calcutta residents lives in slums or squatter settlements. The unemployed number 1.5 million. Much of the city's mostly obsolete infrastructure dates to the last century, leaving the water supply system and sewerage network barely functioning. And, although progress has been made in upgrading

slums and improving the water supply and sewerage, little has been done to pull Calcutta out of years of industrial stagnation.

Part of the problem lies with the central government. Many in Calcutta complain that the national government discriminates against Calcutta, making a successful economic development strategy difficult to design and implement. Two government policies stand out as clear deterrents. The central government's ban on new large- and medium-scale industries in large cities is an effort to disperse industry from metro areas to small towns and rural areas, but it has effectively tied developers' hands. In addition, India's nationwide price equalization for steel and coal deprives the Calcutta Metropolitan District of its locational advantage of being near West Bengal's coal and steel centers, further discouraging industrial development.

International Demographics

PUBLISHER: DORIS WALSH EDITOR: DENISE RUOFF ART DIRECTOR: CAROL TERRIZZI

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Hooghly. The Calcutta City area expanded in a north-south direction along the river banks due to the natural levees created by silt buildup. The low-lying areas away from the river bank were left marshy and swampy. Settlement was therefore confined to two or three miles in an east-west direction up and down the river, from Calcutta to Kalyani on the east bank and from Howrah to Tribeni on the west bank. Only in Calcutta City and Howrah did settlement occur in a wider area.

Due to this development pattern and the small number of river crossings, relatively self-sufficient subcenters grew up on either side of the river around the dense urban core of Calcutta City and Howrah. In an effort to reduce the density in the urban core--30,000 persons per square kilometer in 1971--the Calcutta Metropolitan Planning Organization has proposed developing new subcenters. Yet due to poor prospects for economic revival and the lure of new jobs in newly developed areas, little impetus exists for inner-city dwellers to move to outlying subcenters. In addition, with in-migration down to a trickle, strong subcenter growth from migration is out of the question.

SLOWED POPULATION GROWTH

Industrial stagnation has slowed the area's urbanization and therefore its drawing power for rural-to-urban migrants. At present, migration contributes little to the area's overall population growth. However, every year, 250,000 people are added to the population of the Calcutta Metropolitan District through natural increase.

The Calcutta Metropolitan District grew at 2.3 percent annually between 1951 and 1971. However, while the population growth rate for the Calcutta Metropolitan District declined slightly between 1971 and 1981, growth in Calcutta City and Howrah--the area's central-core municipalities--stagnated at 0.5 percent and 0.1 percent, respectively.

While the proportion of the population in the core municipalities of Calcutta City and Howrah declined between 1951 and 1981, the proportion of the population in west-bank

MACRO VIEW

West Bengal State: Districts and main centers

1. Darjeeling
2. Jalpaiguri
3. Cooch Behar
4. West Dinajpur
5. Malda
6. Murshidabad
7. Birbhum
8. Nadia
9. Burdwan
10. Purulia
11. Bankura
12. Midnapur
13. Howrah
14. Parganas
15. Hooghly



municipalities increased. This dispersal trend resulted in the proportion of the Calcutta Metropolitan district's entire population living in Calcutta City declining from 50 percent in 1951 to 32 percent in 1981.

ACCELERATING LABOR FORCE GROWTH STRESSES JOB MARKET

As greater numbers of new job seekers enter the labor force and the dropout rate diminishes due to dramatic improvements in health, relentless pressure is put on the already strained economy of the Calcutta Metropolitan District to provide jobs. The clamor for jobs will only mount as those born in India's high-fertility period of 1961 to 1981 come into the job market.

As in many developing-country supercities, Calcutta's job seekers will be in part absorbed by the informal employment sector as outworkers for small industries with high labor requirements and low productivity such as shoemaking, metal work, machinery repair, and street sellers. Service workers such as domestic servants and casually employed workers such as street cleaners and construction workers will also increase.

An ILO study estimated that 40

to 50 percent of Calcutta's workforce are employed in the informal sector. In 1981, about 80 percent of the Calcutta Metropolitan District's nearly 60,000 commercial units performed informal-sector activities, defined as those without a roof.

Although work in the informal sector is characterized largely by self-employment, many of Calcutta's informal workers, especially those in shoemaking, carpentry, tailoring, and carpet-making, are really outworkers employed unofficially by companies that want to avoid minimum-wage requirements and social-security contributions.

The best available workforce data, although from 1971, present a fairly good picture of employment in and around Calcutta City. Because of the rural character of outlying areas, about 6 percent of the Calcutta Metropolitan District's workforce were employed in agriculture in 1971. Forty percent of workers were employed in manufacturing, with thirty-eight percent of factory workers employed in industries with over 500 workers, 28 percent in industries with 5 to 99 workers, and 13 percent in workshops employing one to four workers. The other 54 percent of all workers were employed in the service sector. Of service-sector work-

ers, one in five worked in transport, communications, and storage. Two-fifths of service workers were employed in trade and commerce and another two-fifths in personal services.

ONE OF INDIA'S POOREST CITIES

The average person in Calcutta is poor. Two-thirds of the population

make less than \$35 a month. About 10 percent of the population are officially unemployed, with over half of the population working in the low-paid informal sector. Despite great strides in improving public works, Calcutta's slums are still India's worst. And living standards have gone down relative to India as a whole due to the worsening econom-

ic condition of Calcutta's industrial base.

However, those living in Calcutta City fare better than the average Indian and the average dweller in the Calcutta Metropolitan District and the state of West Bengal. (The Calcutta Metropolitan District falls within 5 of the 16 districts in West Bengal State.) Average per capita

Growth areas within the Calcutta Metropolitan District-- population size and growth of municipalities, 1961-1981

Municipality	1981	Population size (thousands)			Average annual rate of growth (in percent)	
		1961	1961-1971	1971-1981		
East bank						
Calcutta (Corporation)		2,927	3,149	3,305	0.7	0.5
Kanchrapara		69	79	99	1.4	2.3
Halisahar		51	69	99	3.1	3.7
Naihati		58	82	115	3.5	3.4
Bhatpara		148	205	265	3.3	2.6
Garulia		29	44	57	4.3	2.6
North Barrackpore		57	76	82	2.9	0.8
Barrackpore		64	97	116	4.2	1.8
Titagarh		76	88	105	1.5	1.8
Khardah		28	32	45	1.3	3.5
Panihati		94	148	206	4.6	3.4
Kamarhati		125	169	235	3.1	3.4
Baranagar		108	137	170	2.4	2.2
Barasat		29	43	70	4.0	5.0
New Barrackpore		--	--	47	--	--
North Dum Dum		38	64	96	--	4.1
Dum Dum		20	31	34	--	0.9
South Dum Dum		111	174	230	4.6	2.8
Garden Beach		131	154	191	1.6	2.2
Budge-Budge		40	51	70	2.5	3.2
South Suburban		186	273	395	3.9	3.8
Rajapur		9	15	44	5.2	11.3
Baruipur		14	21	26	4.1	2.2
Jadabpur		6	13	252	--	--
West bank						
Howrah (Corporation)		634	738	744	--	0.1
Bally		30	39	148	--	--
Bansberia		45	62	89	3.3	3.7
Hooghly-Chinsurah		83	105	129	2.4	2.1
Chandannagar (Corporation)		67	75	102	1.1	3.1
Bhadreswar		35	46	59	2.8	2.5
Chamdani		42	59	76	3.5	2.6
Baidyabati		44	54	71	2.1	2.6
Serampore		92	102	127	1.0	2.2
Rishra		39	63	81	4.9	2.5
Konnagar		29	34	51	1.6	4.1
Uttarpara-Kotrung		52	68	80	2.7	1.6
Uluberia		19	20	25	0.5	2.3

Sources: Census of India 1971: General Population Tables (Delhi, Controller of Publications, 1975); Census of India 1981: Final Population Totals (Delhi, Controller of Publications, 1982).

income in Calcutta (at present prices) was Rs 3,300 in 1980, compared with Rs 1,900 in the Calcutta Metropolitan District and Rs 1,200 in West Bengal.	THE MIDDLE CLASS MOVES TO SUBURBIA Most of Calcutta's middle class and urban elite live in the suburbs. Those that are left are moving out.	Not only the middle class but also government offices are leaving Calcutta's congested core to planned communities in outlying districts. A favorite destination is Salt Lake City--a well-planned community developed
--	--	--

Where they live--twin cities of Calcutta and Howrah are at the core of the Calcutta Metropolitan District

<i>Municipality</i>	<i>Population share (in percent)</i>			<i>Density (per sq km)</i>
	<i>1951</i>	<i>1971</i>	<i>1981</i>	<i>1981</i>
East bank	69.91	63.06	61.63	--
Calcutta (Corporation)	50.25	37.79	32.09	31,617
Kanchrapara	1.06	0.95	0.96	9,790
Halisahar	0.65	0.83	0.96	6,712
Naihati	1.03	0.99	1.12	26,246
Bhatpara	2.51	2.46	2.57	21,802
Garulia	0.53	0.53	0.55	14,706
North Barrackpore	0.60	0.91	0.80	9,710
Barrackpore	0.79	1.16	1.12	9,916
Titagarh	1.33	1.06	1.02	32,263
Khardah	0.35	0.39	0.44	11,663
Panihati	0.92	1.78	2.00	10,588
Kamarhati	1.44	2.03	2.28	21,437
Baranagar	1.44	1.64	1.65	23,925
Barasat	0.30	0.51	0.68	4,667
New Barrackpore	--	0.39	0.46	16,045
North Dum Dum	0.22	0.77	0.93	6,181
Dum Dum	0.26	0.38	0.33	11,587
South Dum Dum	1.14	2.09	2.23	15,159
Garden Beach	2.03	1.86	1.85	14,757
Budge-Budge	0.60	0.61	0.68	8,546
South Suburban	1.94	3.27	3.83	12,467
Rajapur	0.30	0.41	0.43	--
Baruipur	0.17	0.25	0.25	--
Jadabpur	--	--	2.40	--
West bank	15.49	15.97	17.30	--
Howrah (Corporation)	9.25	8.86	7.22	12,104
Bally	--	--	1.44	12,649
Bansberia	0.57	0.74	0.86	8,441
Hooghly-Chinsurah	1.06	1.26	1.25	8,056
Chandannagar (Corporation)	--	--	0.99	10,551
Bhadreswar	0.68	0.55	0.57	9,097
Champdani	0.58	0.70	0.74	11,768
Baidyabati	0.46	0.65	0.69	7,790
Serampore	1.38	1.22	1.23	21,650
Rishra	0.51	0.76	0.79	25,000
Konnagar	0.38	0.41	0.50	11,827
Uttarpara-Kotrung	0.58	0.81	0.78	10,979
Uluberia	--	--	0.24	5,049
Non-municipal urban areas	14.60	21.97	21.07	
Total	100.00	100.00	100.00	

Sources: CMDA, Development Perspective and Investment Plan (1976); Census of India 1981: Final Population Totals (Delhi, Controller of Publications, 1982).

in the 1970s with working drainage and sewerage systems. In 1981, Salt Lake's population was 35,770.

What's left in the central core of the city is increasingly the very rich and the poor. The rich live to the south of the city in the mansions of Alipore, Ballygunge, and Park Street.

However, despite the widening disparities between people's incomes and a diverse ethnic and religious mix, Calcutta is mostly a peaceful city--appearing especially so at a time when India is marked with so much violence. It is one of the few cities in India where women can walk at night without fear. Its peaceful atmosphere coupled with a lively street life do much to soften its media reputation as the hellhole of the world.

SOURCES

Much of the information contained in this profile came from *Population Growth and Policies in Mega-Cities: Calcutta*, Population Policy Paper No. 1, published by the United Nations in 1986. Order from United Nations Population Division, DIESA, 2 United Nations Plaza, New York, NY 10017. An important source for specific information on the *bustee* (slums) of Calcutta can be found in *A Geography of the Third World*, written by the members of the Department of Geography at the University of Liverpool. Order from Methuen and Company, 733 Third Avenue, New York, NY 10017. An extensive review of development policies and plans for Calcutta is found in *Metropolitan Management: The Asian Experience* by K.C. Sivaramakrishnan and Leslie Green. This book devotes an entire chapter to Calcutta's development story. Order from The World Bank, 1818 H Street, N.W., Washington, DC 20433.

--Denise Rusoff

FEATURE

India gets serious about population control

Soon after Mr. Rajiv Gandhi became prime minister of India, he publicly declared that population is India's number one problem. Not earth-shattering news, to be sure. But Gandhi's efforts to revitalize and rescue the country's family planning program from the doldrums of the past few years certainly is worth notice. Also noteworthy is that for the first time, India will use very appealing incentives to limit births, as well as deal directly with improving the climate for reduced childbearing--raising the status of women and enhancing infant survival.

What's worrying the prime minister is that with present trends, India will overtake China, achieving the dubious distinction of becoming the world's most populous country by the year 2025. And as if that won't be enough, it will also become the most populous country ever to have existed on the earth. For while China seems to be on course for an almost stable population of around 1.45 billion by 2025, the standard projection for India will leave it with over 1.5 billion people by that date--and still rising.

The government's new national family welfare program lays down impressive targets. The long-term goal is to reach zero population growth by 2050. By then the country's population will be nearly 1.3 billion compared with its 775 million people today. The medium-term goal is to aim for a two-child family and reduce the birthrate from its present 31 per 1,000 to 21 per 1,000 by the turn of the century. The population growth rate, currently 2.2 percent annually, is to be reduced to 1.9 percent by 1990.

The percentage of couples of childbearing ages using family planning methods needs to be raised

from 35 percent to 42 percent by the same date. Social analyst and journalist Rahul Singh describes the new program as "highly ambitious and a highly improbable exercise." Critics argue that since the birthrate has remained stubbornly static at 33 per 1,000 over the last decade, it cannot fall to 29.1 within four years.

But there is more to the government plan than just targets. In a revolutionary departure from earlier policies, the issue of population stabilization is now being viewed from the perspective of creating the climate necessary for women to really reduce births. To date, family planning programs have been just that--programs to control numbers. Now the term heard is "family welfare." No longer is family planning being seen as the exclusive province of health and population experts.

MIDDLE-CLASS WOMEN POSTPONE MARRIAGE AND CHILDBIRTH

The tremendous growth in educational and career attainment by India's urban middle-class women has resulted in these women postponing marriage until after their teen years. But the majority of India's women live in villages and most of the 4.5 million girls getting married each year are in the 15-to-19 age group. Efforts will be geared to raising the average marriage age for women to over 20 years by intensifying the female literacy program, curbing school drop-out rates for girls, and offering better employment opportunities for rural women.

CHILD SURVIVAL IS THE KEY

In an effort to reduce the infant mortality rate to below 60 deaths per

(continued)

1,000, the government has already launched a mass-immunization drive. The goal is that every child and expectant mother will be immunized within four years. A nutrition intervention program will distribute iron tablets, vitamin A, and iodized salt.

To a large extent, child survival rests on the performance of health services. Though India has a network of 90,000 health centers, the existing health infrastructure is not being used to its fullest extent. The delivery of services is to be improved and village-level committees set up so that local people can air their views.

Family planning and communications specialist Rami Chhabra feels that the emphasis has shifted from simple propaganda and publicity to population education through adult-education programs and programs conducted at schools, colleges, and trade-union and employee associations.

"Non-governmental voluntary agencies are most effective in motivating people at the grassroots," says Jaya Arunachalam, president of the Working Women's forum, an organization providing healthcare and family planning advice to India's women.

APPEALING INCENTIVES OFFERED

Incentives have played a relatively minor role in India's past attempts to limit population growth. Now, incentives will play a vital role. Those who have only one child will be given old-age pensions and low-premium insurance policies. In an attempt to remove the deep-rooted preference for sons, those with two daughters and no sons will be given bonds worth \$1,930 if they accept sterilization. Such couples will be given "honored citizen" cards which will entitle them to preferential treatment in employment schemes, land allotment, and loans, as well as other benefits.

--by Suneet Vir Singh

DESKTOP DEMOGRAPHICS

International mapping on your PC

You can map international statistics on a PC with Atlas AMP's WorldData boundary and data files. A set of eight disks contains the boundary files to map regions such as Europe, South America, and Africa by country, as well as the entire world and East and West hemispheres. The disks also have five data tables for each boundary file, with variables on population, health and education, agriculture, energy and mineral resources, and economics.

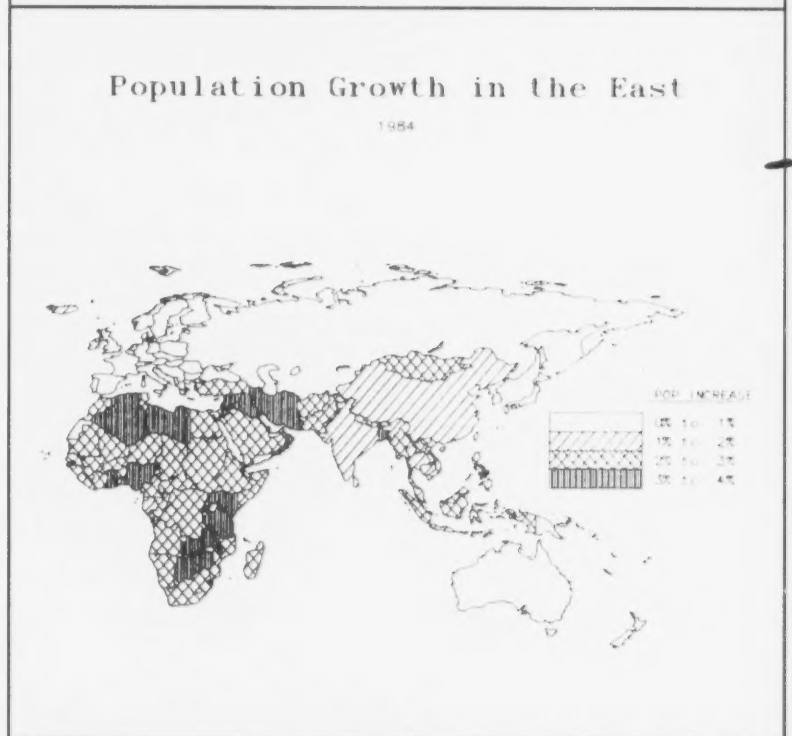
The figure below is a WorldData map showing 1984-85 population growth for countries in the Eastern hemisphere. It is clear that the highest growth is in parts of Africa and the Middle East, while in Europe, USSR, and much of

Oceania, growth is less than one percent a year.

MapMaster, from Decision Resources, also offers international mapping. This program produces high-quality output on dot matrix printers. Both programs produce output to a number of plotters and film recorders.

Atlas AMP and WorldData are available from Strategic Locations Planning, 4030 Moorpark Avenue, Suite 123, San Jose, CA 95117, (408) 985-7400. MapMaster is available from most computer dealers; for information about the international boundary and data files available for MapMaster, contact Decision Resources, 25 Sylvan Road South, Westport, CT 06880, (203) 222-1974.

Example of map output:



New book offers the latest on consumer trends in China

Interested in trade with China? *Consumer Demand in China*, a new book by Jeffrey R. Taylor and Karen A. Hardee of the U.S. Census Bureau, contains invaluable information on the latest consumer trends. Information so valuable in fact that Japan's External Trade Organization obtained a copy of the initial study on which the book was based, quickly translated it into Japanese, and gave it free to 710 Japanese member organizations involved with China trade. As the study was not copyrighted, JETRO then printed another 500 copies for sale at about \$20 each.

An American publisher, Westview Press Inc. of Boulder, Colorado now has in print this important look at the buying patterns of China's post-economic reforms consumer. Using more than 100 tables and graphs, the authors show differences between urban and rural income levels and changes in income distribution, spending patterns, commodity consumption, durable-goods ownership, and housing. In addition, they discuss many of the underlying factors responsible for these changes, make comparisons between China's provinces, and explain the effect of income level, ethnic group and geographic location on consumption patterns.

All data come exclusively from official Chinese sources, the product of a special arrangement between the U.S. Census Bureau and the Chinese government. Many of the indicators have never appeared in English before.

Here's a quick look at what this informative book says about trends in consumer behavior in post-economic reform China.

NEW TRENDS IN CHINA

China's economic revolution means more yuan for urban and rural

dwellers alike. Consumer demand is up for virtually all commodities. And this trend shows no sign of abating. By the year 2000, per capita consumption could be double its 1984 level.

In rural areas, household incomes have more than doubled since 1978, and in urban areas incomes have risen by 8 percent annually. Incomes are still relatively low in China, however; in 1984, urban per capita income was \$262 and rural per capita income was \$153 (at the 1984 exchange rate of 2.32 yuan per U.S. dollar). While income levels vary by province, households in all provinces have more to spend than they did five years ago. Chinese households continue to save a high proportion of their incomes. Rural households save 20 percent while urban households save 12 percent. This suggests considerable unmet consumer demand in China.

Nearly 70 percent of China's one billion consumers live in rural areas. China has recently engaged in an urbanization policy favoring small cities and towns, which should redefine increasing numbers of people as urban residents. This policy has important implications for consumer spending in China, since incomes and consumption tend to be higher in urban areas.

Shifts in the age make-up of China's population should also impact consumer spending. Until now, China's population has been youthful, but by the year 2000, the proportion of those 65 and over will increase by 34 percent, while the pro-

portion of those aged under 15 will decrease by 23 percent.

Despite differences in levels of disposable income, people in urban and rural areas both spend nearly 60 percent of their incomes on food and 10 to 15 percent on clothing. Rural households are spending a substantial portion of their incomes on housing. Between 1978 and 1984, rural expenditure on housing grew by 43 percent but, since housing in urban areas is still subsidized, the urban housing market has changed little.

One trend in rural areas has tremendous implications for sales of consumer goods: Rural households that used to produce 60 percent of their total consumption produced only 41 percent of their total consumption in 1984. As incomes rise, consumers become more discriminating. The proportion of expenditures on non-staple foods, for example, such as meats, poultry, liquor, and candy, is going up, while that for staple grains is decreasing.

Chinese consumers in urban areas have greater access to



...trends and consumer behavior in post-economic reform China.

durable goods, but the growth of ownership of such goods as televisions, bicycles, sewing machines, watches, and radios is higher in rural areas than in urban areas. Between 1981 and 1984, ownership of television sets by rural households grew by more than 100 percent. Still, while only seven of every 100 rural households owned televisions in 1984, more than 85 percent of urban households had televisions. Urban families averaged nearly two bicycles per household, while only 75

percent of rural households even owned bicycles.

ORDERING INFORMATION

To order *Consumer Demand in China: A Statistical Factbook*, send \$35 to Westview Press, 5500 Central Avenue, Boulder, Colorado 80301.

PUBLICATIONS

Statistical Abstract of Latin America, vol. 24, edited by James W. Wilke and Adam Perkal. Los Angeles: UCLA Latin American Center Publications, 1986, 928 pps., \$100. Order from UCLA Latin American Center, 405 Hilgard Ave., Los Angeles, CA 90024.

Although the age of data in this volume is occasionally disappointing it is nearly always the most recent available. Because the abstract is so comprehensive, it is an excellent place to begin the search for statistics on any Latin American country.

Population, health, education, religion, working conditions, migration, and housing are all business demographic subjects that merit coverage by Wilke and Perkal.

This 24th volume is especially useful because it includes tables that allow assessment of trends rather than asking the user to find back issues for trend information.

Latin American Population and Urbanization Analysis, Maps and Statistics, 1950-1982, by Richard W. Wilke. Los Angeles: UCLA Latin American Center Publications, 1984, 456 pps., \$65.00. Order from same address as above.

This one-volume sourcebook presents trend data up and including, for some countries, the 1980 round of censuses--in 192 maps and cartograms, 127 tables, 16 figures, and 51 photos.

Maps include three-dimensional computer maps of total population, population density and population change between the last two censuses.

COMING UP

Mexico City--Mexico's super-city to be world's largest by the year 2000.

Tokyo's labor force

INSIDE INFORMATION

The elderly in Japan--between myth and reality

Japanese Prime Minister Yasuhiro Nakasone wants to believe in the traditional Japanese family, but numbers tell a different story. In a recent speech to the National Diet, Nakasone crooned that for the old folks Japan's silver generation, "the happiest moment is when they share the same dinner with the members of three generations with whom they live under the same roof, holding a grandchild on their lap."

He couldn't be more off the mark. Heartwarming, yes. Real, no. Given the aging of Japan and current childbearing trends, the 85-year-old in the first generation would have a child near age 60 and a grandchild around age 30--hardly the size to be cuddled on Grandpa's knee. And what's more, the extended family living under one roof died a long time ago, as the cities reformed families into nuclear ones and rising standards of living gave young couples as well as the widowed and elderly the means to live on their own.

The question on old folks' lips of late is not so much who's having dinners with the family but just who will care for them when they can no longer do it on their own. Caring for the very old is an ongoing problem for Japan. One out of every two Japanese born in recent years will live to be over 85. The proportion of those aged over 65 is expected to double to over 20 percent of the total population within a generation. By the turn of the century, 20 million Japanese will be in this group. And of them, over one million are expected to suffer from senile dementia.

So far, house- and bed-bound old people living at home outnumber those in old people's homes and hospitals. Nearly 90 percent of primary caregivers are women. What's more, most of them are daughters-in-law. However, these caregivers too are aging.

In this two-storied structure of the elderly, the upper two of the four existing Japanese generations are aging together. Analysts see improved government welfare systems as the solution for caring for the very old.

--Keiko Higuchi

REGIONS

AFRICA



Nigeria moves into fourth

In 1985, Nigeria was the tenth most populous country in the world. In 15 years, it will hopscotch to seventh place, and by 2025 it will nudge the United States out of fourth place according to the just-released 1984 United Nations assessment of world population estimates and projections.

Japan, which is now in seventh position, will drop to tenth in 2000, and to eleventh by 2025. West Germany's population is declining so quickly relative to other countries that it drops from twelfth position in 1985 to nineteenth in 2000. By 2025, it has dropped off the chart of the world's 25 most populous countries. The table on the next page shows the United Nations medium variant projections for 1985, 2000, and 2025.

"People don't eat GNP"

"When I studied economics 30 years ago, the discipline focused mainly on capital accumulation, the expansion of government activities, and physical investment. Little attention was paid to institutional policy, human and environmental questions. Since then we have learned that people don't eat GNP. People need food; they also need jobs, a social milieu, opportunities, education, and health. And that--in addition to physical investment--is what economic devel-

opment is about today. It is about the expansion of opportunities for human beings to fulfill what they consider their destiny."--S. Shahid Husain, vice president, operations policy staff, The World Bank.

SOUTH AMERICA



Colombian census results

Results from the 1985 Colombian census are bringing some welcome surprises. First, the rate of annual population growth appears to be about half what it was 20 years ago, reflecting national emigration and strong family planning programs. The 1986 birthrate is reported at about 23.2 births per 1,000, down from a reported 33.3 births per 1,000 in 1975.

Second, the population of Bogota, which was expected to be about 6 million, is actually only about 4 million, a relief for metropolitan authorities who have been unable to keep up with the demands for infrastructure in their fast-growing cities.

In fact, growth has slowed in all the country's largest cities--Bogota, Medellin, Cali, and Barranquilla--while its intermediate cities continue to grow at a relatively quicker pace. Seventy percent of the population are now in urban areas and the absolute number of rural residents is staying fairly stable.

Data on housing, employment, education, and migration information have yet to be published.

Brazil opens market for contraceptives

The Brazilian market for imported contraceptives such as diaphragms, spermicides, and IUDs is expected to open up in the next few months as a program set up by the Ministries of Health, Social Security, and Education begins as part of the public health system. Ninety percent of Brazilians use the public health system, which will now offer education, counseling, and contraceptives to prevent unwanted pregnancies.

Abortion has not been legalized, but the position of the Roman Catholic church has been weakened in the face of growing population and poverty.

People, a magazine published in London by the International Planned Parenthood Foundation, reports that a survey by the National School of Public Health of women living in the poor sections of Rio de Janeiro found that nearly 35 percent used the pill and nearly 21 percent had tubal ligations. Nearly 50 percent of women got their contraceptives from pharmacies where the pills are available without a prescription.

EUROPE



British households

Sixty-three percent of British households contain a married couple, but 35 percent of those households have no dependent children or older non-dependent children. Only 28 percent of households contain a married couple with dependent children.

First results from the 1985 General Household Survey were released in late 1986. The GHS is a continuous survey based on a sample of the general population resident in private households in Great Britain and has been running since 1971.

While only 28 percent of households are married couples with dependent children, they represent 45 percent of the population of Great Britain. Eight percent of households contain lone parents with dependent children.

The share of lone person households is 24 percent, but only 10 percent of the total population.

Computers and videos in Britain

Ownership of video recorders and home computers is on the rise in Great Britain, according to preliminary results of the 1985 General Household Survey.

In 1985, 31 percent of households in Britain owned videos, up from 24 percent in 1984. Home computers

were in 13 percent of households, compared to only 9 percent of households in 1984. While there were dramatic increases in these two categories, ownership of deep freezers also showed a steady increase from 61 percent of households in 1984 to 66 percent in 1985. This signifies a growing market for frozen and convenience foods, as well as for home computer products and video cassettes. There have been relatively small but steady increases in such durables as refrigerators, washing machines and telephones.

One area that has not shown the same growth as in the United States has been dishwashers and tumble driers, which the GHS began to collect information about in 1979. In 1985 only 6 percent of households had a dishwasher and only 33 percent had a tumble drier.

Denmark's immigrants

The approximately 50,000 immigrants to Denmark from Turkey, Yugoslavia, Pakistan, and Morocco

were the subject of a recent investigation by the Danish Social Research Institute to determine how they live in relation to other Danes. The study also investigated the lives of the three main refugee groups--Vietnamese, Poles, and Chileans.

The study found:

--The typical family is bigger than the Danish family; a relatively larger number of immigrants are married and the family has more and younger children.

--With the exception of the Yugoslavians, fewer women are in the workforce.

--Immigrant workers are unemployed more frequently and for longer periods of time.

--Over 80 percent of immigrants are unskilled workers.

Source: European Centre for the Development of Vocational Training, 1986.

West Germans drink more, smoke less

Consumption of fruit juice and soft

The 25 most populous countries in the world

1985		2000		2025	
Country	Population	Country	Population	Country	Population
1. China	1,059,521	1. China	1,255,895	1. China	1,475,159
2. India	758,927	2. India	964,072	2. India	1,228,829
3. USSR	278,618	3. USSR	314,736	3. USSR	368,234
4. USA	239,020	4. USA	268,239	4. Nigeria	338,105
5. Indonesia	166,440	5. Indonesia	211,367	5. USA	311,936
6. Brazil	135,564	6. Brazil	179,487	6. Indonesia	272,744
7. Japan	120,742	7. Nigeria	161,930	7. Brazil	245,809
8. Bangladesh	101,147	8. Bangladesh	145,800	8. Bangladesh	219,383
9. Pakistan	100,380	9. Pakistan	140,961	9. Pakistan	209,976
10. Nigeria	95,198	10. Japan	129,725	10. Mexico	154,085
11. Mexico	78,996	11. Mexico	109,180	11. Japan	132,082
12. Germany, Fed. Rep. of	60,877	12. Viet Nam	79,870	12. Ethiopia	122,285
13. Viet Nam	59,713	13. Philippines	74,057	13. Viet Nam	108,462
14. Italy	57,300	14. Ethiopia	66,509	14. Philippines	102,787
15. United Kingdom	56,125	15. Thailand	65,503	15. Iran (Islamic Rep.)	97,011
16. France	54,621	16. Turkey	65,351	16. Turkey	91,925
17. Philippines	54,498	17. Iran (Islamic Rep.)	65,161	17. Egypt	90,399
18. Thailand	51,411	18. Egypt	63,941	18. Zaire	90,097
19. Turkey	49,289	19. Germany, Fed. Rep. of	59,484	19. Thailand	85,929
20. Egypt	46,909	20. Italy	58,642	20. Tanzania	83,805
21. Iran (Islamic Rep.)	44,632	21. France	57,162	21. Kenya	82,850
22. Ethiopia	43,557	22. United Kingdom	56,354	22. South Africa	76,381
23. Rep. of Korea	41,258	23. Rep. of Korea	50,981	23. Burma	65,960
24. Spain	38,542	24. Burma	48,499	24. Rep. of Korea	61,572
25. Poland	37,187	25. Zaire	47,581	25. France	58,431

Source: Population Division--World Population Prospects as Assessed in 1984.

drinks is on the rise in West Germany. The Central Office Against Drug Abuse reports that non-alcoholic drinks make up 73 percent of beverage consumption in the country. Consumption of fruit juices and nectars increased by 7 percent between 1984 and 1985 and soft drinks including mineral water rose by 6 percent. Milk consumption also increased up 1.1 percent to 96.8 liters per capita, somewhat surprising in a country where the birthrate is on the decline. Per capita consumption of alcohol fell below 12 liters for the first time since 1984 even though per capita consumption of beer was up 0.5 percent to 146 liters.

While West Germans cut back on alcohol, a reduction in smoking was not part of their apparent attempt for a healthier lifestyle. The average West German smoked 2,262 cigarettes in 1985; an increase of 1.3 percent over 1984.

Foreign students in Germany

In 1960, only 18,000 foreign students were registered in West German universities. But education has become big business. In the summer semester of 1985, 51,000 foreigners were registered as students. Even so, the Institute of German Business announced, the share of foreign students in the universities has decreased from 8.2 percent in 1965 to just 5.8 percent in 1985.

ASIA



A Five-day week for Japan?

Leisure-time activities should continue to be a growth industry in Japan because attempts are being made to give more people a two-day weekend. Financial institutions are a particular focus of this effort because they give only one two-day weekend a month to their workers.

When the second Saturday of each

month was made a holiday for bankers in 1983, the automatic teller machines and cash dispensers were also closed. Now, banks have agreed to keep the cash dispensers and teller machines open on two Saturdays a month even though the majority of workers will have the days off. An increase in time off for public servants is also being studied.

According to MITI, if a two-day weekend is imposed on all industries, there would be an increase in spending of nearly \$20 billion a year in the leisure industry.

The government would like to reduce the overall working time a year by decreasing the maximum number of working hours from 48 hours a week to 45 a week and by increasing the number of paid holidays.

Incentives in Viet Nam

The fewer children a Vietnamese couple has, the more opportunities will be open to it, according to new incentives from the government to promote smaller families. For instance, parents with two or fewer children receive preference for promotions and bonuses and the opportunity to move to an urban area where there are more jobs and better housing.

The government emphasizes delayed marriage, delayed childbearing, and spacing of children once

childbearing begins. One or two children is proposed as the norm with childbearing beginning no earlier than age 23 for women. Women are also urged to avoid pregnancy after age 35.

With its incentives, the government hopes to reduce Vietnam's 2.2 percent growth rate to 1.9 percent. If growth is not controlled, the country's present population of 60 million will reach 80 to 85 million by the turn of the century.

Singapore stabilizes growth

The total fertility rate in Singapore is 1.7 average lifetime births per woman, well below replacement level of 2.1 which was the government's goal. It is still growing at just over 1 percent a year because there are so many women still in their childbearing years, but this will drop off eventually. Just 20 years ago, Singapore's women averaged 4.9 births in a lifetime.

This shift means that Singapore's population is destined to stabilize and age in the next 15 to 25 years, reducing the demand for goods for children, but increasing the demand for health care, services to the elderly, education, and goods and services used for leisure-time activities. In a few years, most new growth will come from immigration rather than from natural increase.

International Demographics

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